

Communication, Consciousness Raising and Public Involvement IGA – Expanded Vote Tally

# OF VOTES	ISSUES
5	Limited public awareness of both transportation options and funding and the relationship to economic growth.
4	Lack of public participation in the policy and long range planning process results in incomplete representation and/or duplication of projects.
0	There is limited reliability and timeliness of the information provided to road users to enhance roadway operations.
0	Underutilization of credible information purveyors.
1	Due to changing technology and expectations, transportation officials are expected to provide improved media, public meeting facilitation and communication skills.
0	Multiple segments of the public, for example, people who speak languages other than English and people with disabilities, are limited by traditional communication techniques.
1	Lack of definition of audiences and limited public concern over transportation issues.
7	Continuing education of the public on how to get involved, why to get involved, and how to localize broader issues for your constituents.
1	There is a lack of time, funding and trained personnel to implement an effective public participation program.
1	Limited public and legislative awareness of both transportation options and funding, and the relationship to economic growth (job market).
3	Lack of awareness of transportation funding crisis.
1	There is a limited reliability and timeliness all the information provided to (deleted road) issues to enhance transportation operations.
1	Lack of understanding of transportation terms and the decision making process.
1	Agencies making announcement and getting information out is involvement, but is not necessarily engagement with the public.
2	Identifying competing interests and getting their input from the competing interests.
5	Lack of efficient two-way communication flow between state and local levels regarding priorities.

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# OF VOTES	GOALS
3	Need to conduct a meaningful, ongoing (legislative) local public information campaign and involvement process and integrate outcomes into the regional or state transportation planning process.
0	Identify and work with credible information purveyors in the local area and partner with them. Look at the media available and the audience(s) to reach.
6	Develop a clear, consistent (and accurate) message and communication strategy regarding the transportation system and overcome barriers to reaching underrepresented audiences.
1	Seek champions who will support the information presented and the decisions made at the Summit.
3	Find new ways to engage the private sector in the transportation planning process.
2	Educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.
1	To maximize public participation by including all stakeholders to prevent duplication of effort.
1	Resolve issue of competing interests prior to transportation projects being finalized (out of date).
6	We need to develop a process to engage the public early, often and in a meaningful way.
1	Educate the public on transportation terms and the decision making process.
2	Identify and build local and state context of crisis in communities and state.
1	Development of a mobility advisory radio system.
4	Facilitate a greater sense of ownership by all citizens including educating students about transportation at a younger age.
2	Create a government culture at all levels, where listening is as important as speaking.

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# OF VOTES	ACTIONS
1	Examine and improve formal mechanisms that would allow for easy, ongoing input and feedback from the public (i.e., ombudsman, web page, etc.); including informing the public of availability of auxiliary aids and services.
1	Integrate new technology to provide timely and accurate communication.
2	Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
1	Look for the best communication practices nation-wide, not just in transportation.
0	Create a curriculum to educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.
0	Establish responsibilities for effective communication.
3	Establish performance measures for effectiveness of the public involvement process and evaluate those measures.
1	People with responsibility for communication should get some type of public communication/media relations training.
5	Create a speakers bureau that includes MDOT, MML CRAM, legislators, transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.
3	Conduct research to define the target audience and develop an understanding of who they are and what are their needs.
4	Improve coordination of public involvement and education programs at state, county and local levels to reduce duplication and address gaps.
1	Integrate multi-faceted technology to provide timely and accurate communication.
3	Develop a comprehensive strategy to increase awareness of the current transportation funding crisis.
1	Invest in public information campaign to raise public awareness of issues and impact of costs.
4	Create a formal mechanism that allows for effective two-way communication to the public in a timely manner.
3	Examine and improve mechanism allowing for easy, on-going input and feedback from the public including informing the public of the availability of auxiliary, aids and services and inviting the public from the beginning.
0	To make resources available to all sources of government to facilitate public involvement.